



City Council Agenda Item Form

Agenda Item #:	Item #15
Agenda Item Title:	Strategic Plan
Agenda Date:	<input type="checkbox"/> City Council Workshop: <input checked="" type="checkbox"/> City Council Business Meeting: 10/18/22
Initiated By:	<input type="checkbox"/> City Council <input checked="" type="checkbox"/> Staff member: Dan Maples
Staff Contact:	Name: Dan Maples Email: dmaples@edgewaterco.com Phone: 720-763-3012
Type:	<input type="checkbox"/> Open Discussion for direction <input type="checkbox"/> Informational/ Presentation <input type="checkbox"/> Policy Change/ Addition/ Deletion <input type="checkbox"/> Resolution Approval <input type="checkbox"/> Contract Approval <input checked="" type="checkbox"/> Other: A presentation on the Mayor and Council Strategic Plan
Brief Topic Description:	A presentation by our consultant, Berry Dunn, on the City Council Strategic Plan.
Financial Impact:	None at this time.
History/ Background:	This presentation will provide Mayor and City Council a final product from our work with the Strategic Plan that started with the City Council retreat and has been developing with staff over the past few months. Berry Dunn will present the Council with deliverables from the project and look to finalize the plan after this presentation.
Staff Information:	Staff (mostly Jocelyn) have worked with Berry Dunn to bring back a very focused plan with forms that can be utilized to plan out years and report back work done within each category. Staff will utilize these forms in the 2023 Budget process as well as with the planning of future programs or projects. Staff supports this plan as it provides direction and sets some expectations that will drive staff the direction the Mayor and City Council intend to go.

Attachments:

City of Edgewater City Council Strategic Plan

Vision Statement

We are a resilient and sustainable community that honors its heritage and diversity and provides support, access, and opportunity for all who live, work, and visit Edgewater.

Guiding Principles

- ✦ **Welcoming:** Be an open, approachable, and friendly city, where everyone has the opportunity for their voices to be heard, to participate in programs, to receive services and feel included.

- ✦ **Collaboration:** Work as partners with residents, the business community, and other stakeholders, to ensure solutions, programs and services are developed collaboratively to achieve maximum impact and benefit.

- ✦ **Innovation:** Promote forward-thinking ideas and a mindset of continuous improvement, and approach opportunities and challenges with creativity, inventive thinking, and resourcefulness.

- ✦ **Customer-Focus:** Treat residents, visitors, and businesses with dignity, compassion, and respect, and be responsive, efficient, and sincere in our service delivery.

- ✦ **Integrity:** Engage in honest, transparent two-way dialogue with residents and the business community, and clearly communicate our intentions and decisions to maintain trust and confidence.

- ✦ **Stewardship:** Responsibly manage all resources entrusted to our care to meet the needs of today and ensure residents and businesses can prepare for and recover from disruptive events, and without sacrificing the ability to meet the needs of the future.

Strategic Priorities

Strategic Priority 1: Diversity, Equity, Equality, and Inclusion (DEEI): Provide programs, services, and events that are representative of, and accessible to, our diverse community and create an atmosphere where diversity is celebrated, encouraged, and supported.

Focus Areas

- *Internal City Policies and Procedures*
- *Community Engagement and Events*
- *Access to Services*



Strategic Priority 2: Community Safety and Well-Being: Prioritize holistic, diverse, and preventative measures to ensure that the entire city is, and feels, safe, secure, and well-cared for.

Focus Areas

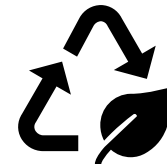
- *Community Policing*
- *Mobility Safety*
- *Mental Health*
- *Neighborhood Compliance*



Strategic Priority 3: Sustainability and Resilience: Proactively work to manage resources responsibly and mitigate risks to ensure the needs of today and tomorrow can be met

Focus Areas

- *Environmental Adaptability*
- *Clean Energy*
- *Green Building Codes*
- *Community Vibrancy*



Strategic Priority 4: Business Community/Economics: Foster a cycle of mutual support between the city and the community, including residents and businesses, where we invest in each other.

Focus Areas

- *Economic Vitality*
- *Diversity of Commercial Tax Base*
- *Business Relationships*



Strategic Priority 5: Housing: Cultivate pathways that support the full spectrum of affordable and attainable housing needs within our community and empower people to access and/or remain in their homes for as long as they choose.

Focus Areas

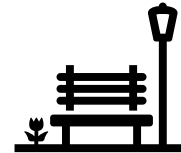
- *Housing Stability*
- *Housing Access*
- *Homelessness Support*



Strategic Priority 6: Community Experience: Offer a diverse range of amenities and activities for residents, businesses and visitors that honor the city’s history and support the arts, parks/recreation, and neighborly community gatherings.

Focus Areas

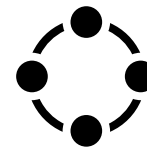
- *Heritage and Culture*
- *Recreation/Neighborhood Amenities*
- *Community Events*



Strategic Priority 7: Plan Alignment and Implementation: Proactively align existing and future plans and initiatives to create an integrated and holistic approach that improves quality of life for our community.

Focus Areas

- *Implementation Strategies*
- *Quarterly/Annual Benchmarking*
- *Plans and Coordination*



Staff Implementation Action Plan

Mission: To provide exceptional services and programs with a neighborly commitment for all who live, work, and visit Edgewater

We are dedicated to:

Empowering **INCLUSION** – *Welcoming opinions and valuing diversity.*

Displaying **INTEGRITY** – *Upholding strong ethical principles, honesty, and transparency.*

Generating **SERVICE** – *Providing guidance and assistance.*

Engaging **COOPERATION** – *Working together to achieve positive and equitable results.*

Priority 1: Diversity, Equity, Equality, and Inclusion (DEEI) <i>Provide programs, services, and events that are representative of, and accessible to, our diverse community and create an atmosphere where diversity is celebrated, encouraged, and supported.</i>			
Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
1. A. Internal City Policies and Procedures			

1.B. Community Engagement and Events			
Priority 2: Community Safety and Well-Being <i>Prioritize holistic, diverse, and preventative measures to ensure that the entire city is, and feels, safe, secure, and well-cared for.</i>			
Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
2.A. Community Policing			
2. B. Mobility Safety			
2.C. Mental Health			
2. D. Neighborhood Compliance			
Priority 3: Sustainability and Resilience <i>Proactively work to manage resources responsibly and mitigate risks to ensure the needs of today and tomorrow can be met.</i>			
Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
3. A. Environmental Adaptability			

3. B. Clean Energy			
3. C. Green Building Codes			
3. D. Community Vibrancy			
Priority 4: Business Community/Economics <i>Foster a cycle of mutual support between the city and the community, including residents and businesses, where we invest in each other.</i>			
Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
4. A. Economic Vitality			
4. B. Diversity of Commercial Tax Base			
4.C. Business Relationships			

Priority 5: Housing

Cultivate pathways that support the full spectrum of affordable and attainable housing needs within our community and empower people to access and/or remain in their homes for as long as they choose.

Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
5. A. Housing Stability			
5. B. Housing Access			
5. C. Homelessness Support			

Priority 6: Community Experience

Offer a diverse range of amenities and activities for residents, businesses, and visitors that honor the city’s history and support the arts, parks/recreation, and neighborly community gatherings.

Council Strategic Focus	Actions (Staff)	Performance and Outcome Measures	Lead
6. A. Heritage and Culture			
6. B. Rec/Neighborhood Amenities			
6. C. Community Events			

Strategic Priority 7: Plan Alignment and Implementation

Proactively align existing and future plans, and initiatives to create an integrated and holistic approach that improves quality of life for our community.

Council Strategic Focus	Actions (Staff)	Performance outcome and measures	Lead
7. A. Implementation Strategies			
7. B. Quarterly/Annual Benchmarking			
7. C. Plans and Coordination			